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Bill Savage

Vice President

General Manager Developer Products Division

Software and Services Group

Risk Factors

- Today's presentations contain forward-looking statements. All statements made that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent earnings release, Form 10-Q and 10-K filing available for more information on the risk factors that could cause actual results to differ.

- If we use any non-GAAP financial measures during the presentations, you will find on our website, intc.com, the required reconciliation to the most directly comparable GAAP financial measure.

Internet of Things



Devices

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Network Infrastructure

0101110001110101

Network (API) Services



Data

Diversity of Platforms



Other names and brands may be claimed as the property of others

Drops Create Rivers

Many actions are required
to achieve significant
business success



Enhancing Intel's Position



Device Manufacturers



App Developers



End Users

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Enhancing Intel's Position



Device Manufacturers



App Developers

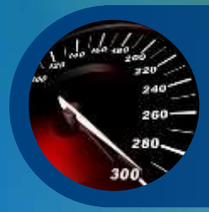


End Users

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Android Optimized for Intel Architecture





Performance Optimizations



Power Optimizations

Intel® Device Protection Technology

Advanced Capabilities

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Android 4.4 KitKat* with a 64-bit Kernel Optimized for Intel Architecture

* Android KitKat 4.4 is a 32-bit Operating System

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Android on 64-bit Intel Platforms



Bay Trail

Merrifield

Moorefield

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World Class Tools and Support

2013

Velocity



Accelerates TTM

2014

Automate



"Push Button" system integration

Dynamic



Auto-detect, Plug and Play

Simplifying the Device Manufacturer Process

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Intel® Build Tool Suite



Device Definition Module

Select Platforms and Components



Firmware Module

Customized Firmware Image

OS Module



Customized Android Image



Image Customization Module

Apps and Services, Location, Language, Branding



Systems Image Module

Build Image, Provision Device



Diagnostics Module

System Evaluation and Verification



Test, Tune & Debug Modules

Troubleshoot Essential System Functionality

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Enhancing Position With App Developers



Device Manufacturers



App Developers



End Users

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Reducing the Cost of Cross-Platform



Intel® Integrated Native Developer Experience

Cross-Platform & Cross-OS Native App Development



Intel® XDK

Write Once, Run Everywhere with HTML5

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Intel® INDE: Native Cross-Platform Development

Develop Native Apps on Preferred Host OSs and IDEs





Utilize Consistent Tools and Libraries on Intel® Architecture and ARM

Create → Build → Debug → Tune

- Build and Debug for Android and Windows within Visual Studio and Android Studio
- Reuse Code and Tune Across Operating Systems with Consistent Tools and Performance Libraries
- Deliver Differentiated Experiences with Direct Access to Platform HW Capabilities (video, graphics, natural UI)

Deploy on Multiple Device Operating Systems & Architectures





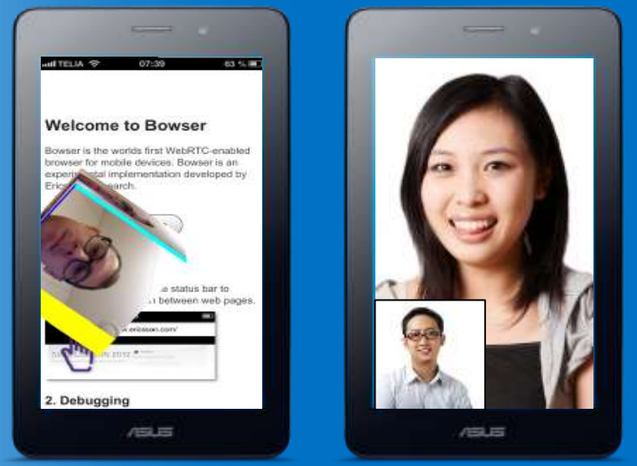


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Intel® XDK: Write Once, Deploy to Many App Stores



Intel® Collaboration Service for WebRTC

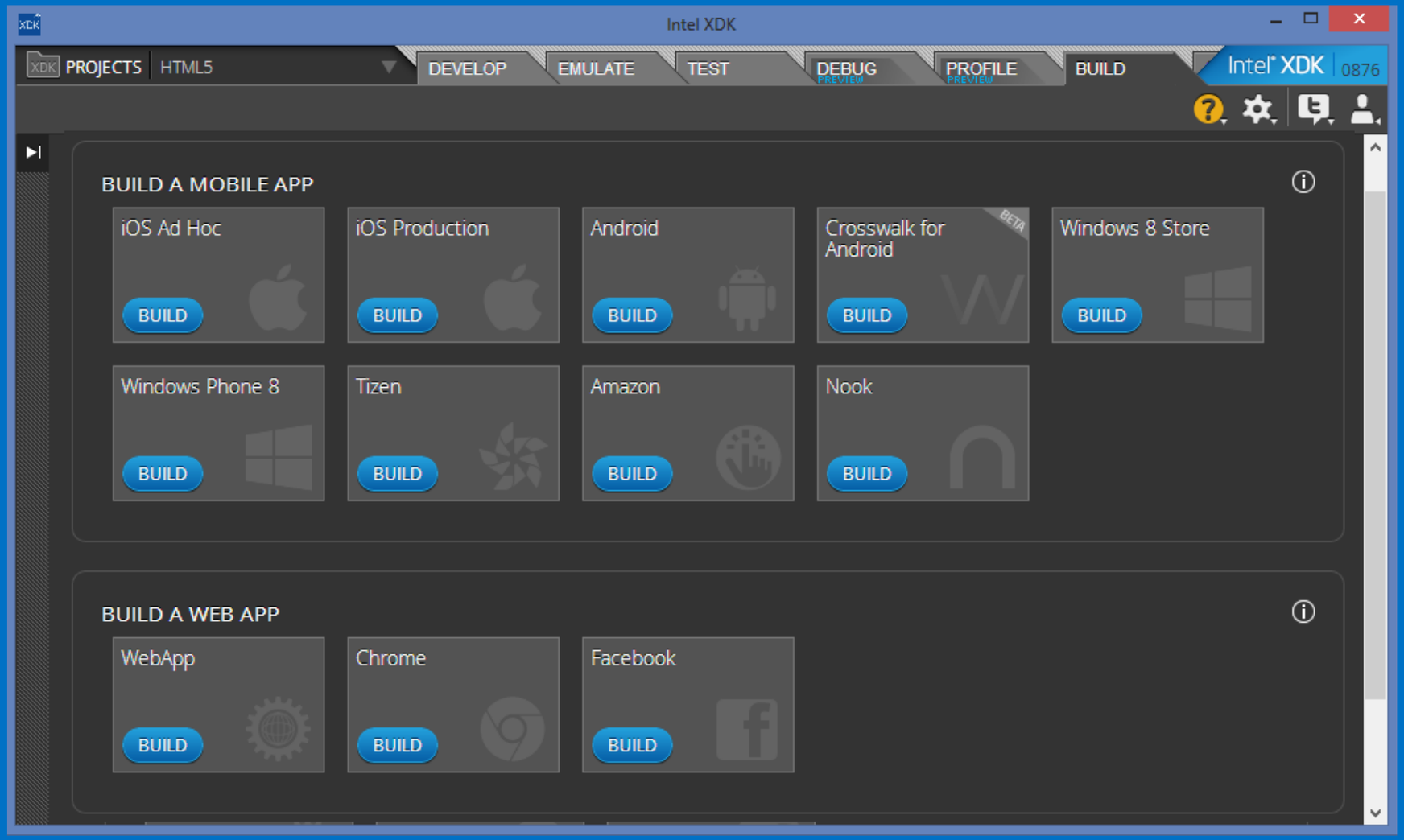


Intel Crosswalk Technology

Develop Faster

Deploy Simply

Deploy Simply



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Enhancing the Position With End Users



Device Manufacturers



App Developers



End Users

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Enhancing the Position With End Users



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Intel's Application Bridging Technology

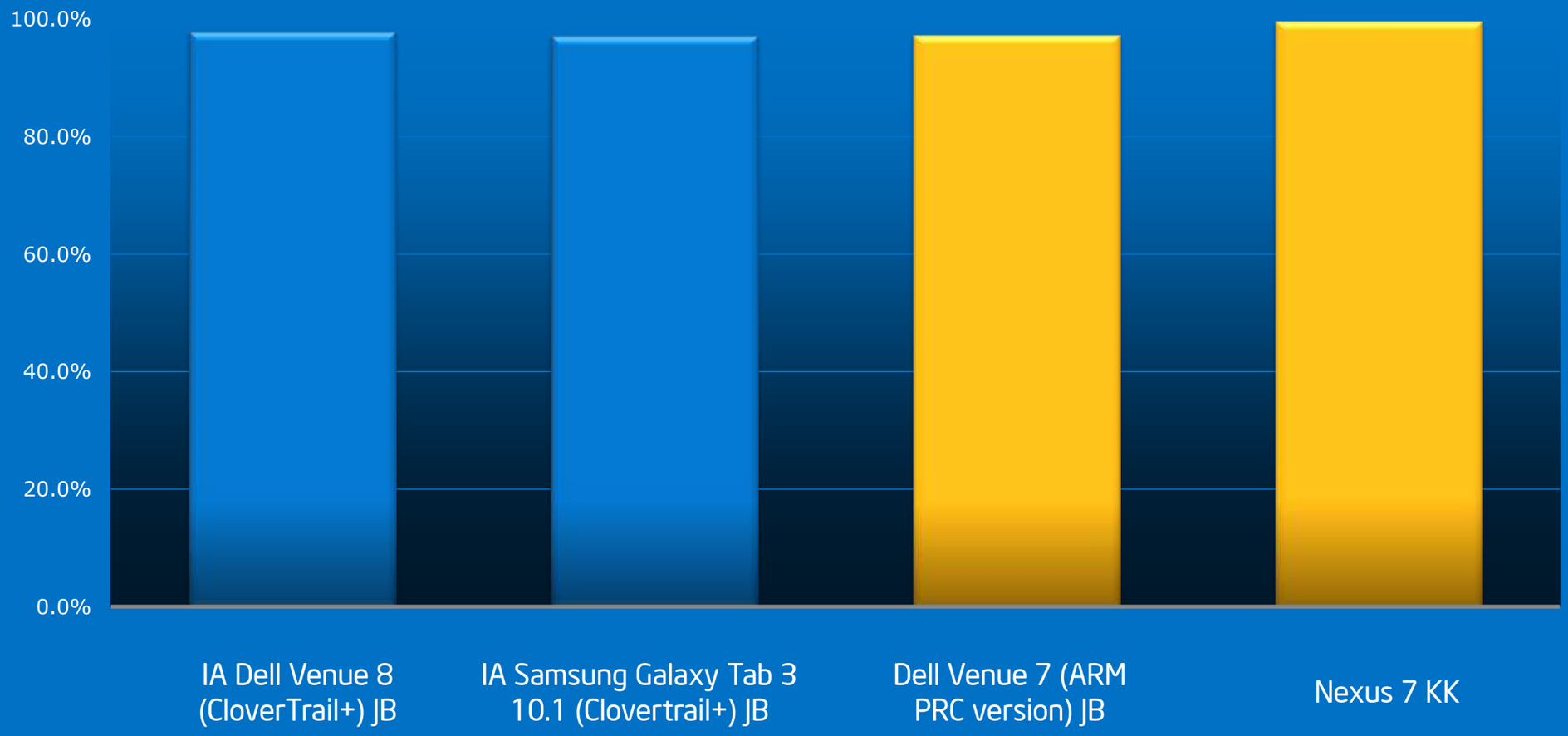
Intel has Industry experts, and Industry leading technology in Binary Translation

>15 Years of Experience In Binary Translation

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Application Compatibility On Intel® Architecture

Comparable compatibility to ARM Devices, No Device is Perfect



BT Overhead Not Visible for Majority of Apps

- Almost all apps will run well, delivering a great user experience on Intel devices
- In a typical daily usage, the impact on battery life is negligible, 4 mins out of 10 hours
- A few apps have user visible performance impact, we have ensured that there are ported version is available

Intel goal: 80% of Top 100 Free and Paid Apps Ported to x86



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Actions for Business Success in Mobile

- Intel is driving TTM for Device manufactures: OS configured and built with a few clicks
- Intel lowering the cost of cross platform app development, and leveling the playing field at the same time
- Intel is driving great application compatibility, delivering a great end user experience


intel®
Look Inside.™